

Editorial Index: 1983

Index of Marketing & Media Decisions for 1983, arranged by subject and content, and including feature articles, regular columns and departments.

ADVERTISING AGENCIES

How not to evaluate an agency — Five reasons agency evaluations lead to bad marriages of clients and agency. (VuPt) Jan. 78.

How Jane weds media to creative — Jane Maas, new president of Muller Jordan Weiss, is forging a stronger bond between media and creative. Feb. 72.

People cost-cutter — Bob Irvine of J. Walter Thompson, Chicago, believes media training programs not only cut costs but also raise standards. (VuPt) Feb. 98.

How to make the most of a media department — Involve your media people totally in your business. (VuPt) Feb. 102.

Advantages of a mid-size approach — Speech by Gerald Voros. (Q) Mar. 50.

Is the torch passing from agency to brand manager to in-house? — Survey raises many questions about extent to which advertisers make media decisions. Mar. 59.

Some tips of fee compensation — Some guidelines for a smoothly operating fee system. (Q) June 34.

When it comes to selling — Fletcher/Mayo no hayseed — Guest editor Glenn Mayo demonstrates what it takes to be a successful agri-marketer. June 59.

An agency by any other name could be sweeter — The ad agency is about to call itself a communications company in recognition of its multi-faceted functions. June 70.

Renaissance of the print copywriters — Are agencies grooming print copywriters? Aug. 56.

Has U.S. advertising lost its creative edge? — There is a rapid deterioration in the creative reputation of U.S. agencies in Europe. (Q) Oct. 32.

They team up at SSC&B — Media director is involved with each major account from the initial presentation as are other senior executives in creative and research. Oct. 72.

Media buying services — a candid review — An update on the propriety and value of the function (Tanner controversy). Nov. 59.

Key to abbreviations

ATSI	As They See It
AWSI	As We See It
BB	Broadcast Beat
DC	D.C.
FS	Fall Special
FU	Futures
GE	Guest Editorial
HW	Homework
MB	Mailbag
MED	Mediology
NE	The New Electronics
NIM	New in Media
NM	Newsmakers
PB	Print Beat
Q	Quotes
SS	Spring Special
UP	Update
VuPt	Viewpoint

That creative edge in media — Guest editor Keith Reinhard, chairman, Needham, Harper & Steers, emphasizes innovative thinking and teamwork in his agency (with examples). Dec. 49.

AGENCY, ADVERTISER AND MEDIA PEOPLE

Marketing consultants get the good life — Survey conducted by American Marketing Assn. shows management consultants get top salaries. (UD) Jan. 44.

Mike Roarty tells the Anheuser-Busch story — Adperson of the Year tells how Anheuser-Busch met the stiff competition brought on by Philip Morris' purchase of Miller beer. Jan. 70.

Media and account executives — How an account exec participates in the media selection process. (ATSI-Sawyer) Jan. 88.

The virtuoso of media trends — Steven Rappaport, manager of BBDQ's Marketing Horizons Group, labels five media super trends that emerge from a study of the forces of social change. Feb. 66.

Ed Libov Associates' new master electrician — Ave Butensky of tv syndication fame has made his mark quickly as the chief of Ed Libov Associates. Feb. 70.

Young & Rubicam's print advocate — Leo Scullin tells how print and ad world can improve their relationship. May 68.

Renaissance of the print copywriters — Are agencies grooming print copywriters? Aug. 56.

Changing sides not allegiance — Lou Crossin "crosses the street," but retains old loyalties. Sept. 178.

Simmy Sussman on media salaries — Compensation rewards to the experts run high to those on fast track. Oct. 64.

"As they see it" columns on agri-media by:

Susan Harrison — Perception means profit — In a tight economy, price foot-balling can result in lost image. Feb. 95.

Mel Dolinky — Ag publisher's point of view — A conversation with an ag-publisher on the present and future of the industry. Mar. 110.

Lee Bullis — New research for agri-media — Two farm media studies, FARMS and CAMS, are scheduled to be released soon. Apr. 110.

Rose Sandefur — Every year has twelve months — Advertising during more months strengthens your message. June 98.

Mark Stober — Special ad/program mix for special audience — Research is quietening the traditional critics of farm tv advertising. July 164.

Mel Dolinky — CAMS is here: do we need it? — Despite weaknesses it is an upgraded agri-media research tool. Sept. 86.

George Held — Farm study impacts evaluation practice — New Starch/INRA/Hooper Farm Audience Readership Service is a breakthrough. Oct. 102.

BUSINESS PUBLICATIONS

G-E Credit seeks frequency in business papers — General Electric Credit Corp. is seeking ways to put more impact in business publication schedules. Mar. 64.

Brand reports and special features

Following, with single-word references, are the issue and page locations of the brand reports and special round-up features

Top 200 Brands — July 49 (list),
Sept. 132 (case histories)
Newspaper ad leaders — June 127

Ad hoc network — July 27

Airlines — Apr. 119

Apparel — Dec. 111

Automobiles — Oct. 155

Business-to-business — May 111

Car rentals — May 70

Cellular radio — Dec. 56

Cigarettes — July 177

Clients and tv — Aug. 51

Coffee — Oct. 179

Computer magazines — Oct. 70

Computer-related products — Apr. 66

Computers — Feb. 141, Apr. 66

Co-op (dealer) advertising — Nov.
139

Culture magazines — July 40

Disasters — Jan. 58

Fashion magazines — Jan. 64

Frozen foods (dinners, entrees) Feb.
129

Garden supplies — Apr. 133

Home electronics — June 149

Liquor — Mar. 135

Media buying services — Nov. 59

Military market — July 44

New electronic media — Nov. 64,
Dec. 60

Newspapers — Sept. 163

Olympics — Aug. 129

Paper products — Jan. 113

Personal computers — Feb. 141, Apr.
66

Pet foods — May 121

Print media (newspapers/magazines)
— Mar. 121

Readership studies — 1-1 Jan. 74, 2-2-
Feb. 173

Salaries (media) — Oct. 64

Science magazines — June 64

Spanish market — Dec. 99

Sporting goods — Sept. 147

Talk radio — Feb. 60

Tea — Oct. 179

Toys and games — Nov. 163

Wines — Aug. 115

At long last, comparable ABC and BPA business publication audits — Comparability has almost been achieved — review of proposed changes. (NM) Apr. 21, (AWSI) 78.

Wall Street's "carriage trade" advertiser — Drexel Burnham Lambert reaches five selective targets through a \$2.5 million budget in a select print schedule. Apr. 68.

Business-to-business advertising — Five case histories culled from ABP winner circle reveal intimate ratios of creative and media. May 111.

Magazines sail through — Industry consultant Jim Kobak studies magazines and business publication rate forecast rise; compares rates with other media. FS 41.

"As they see it" columns on business publications by:

Michael A. Walsh — International effectiveness — For international expansion, manufacturers might look to our domestic business press. Jan. 91.

Gene Thompson — [Ad] readership studies — what part they play in publication selection — One needs to know more than a raw readership score. Apr. 84.

Michael A. Walsh — Business-to-business — ROI — On the need for more definitive research by business-to-business publications. June 102.

David Hill — Picking business media "environmentally" — Business publications can be an effective vehicle for corporate advertising. Oct. 106.

CABLE TELEVISION

Feature articles only — see subject index for lesser items)

By request only . . . cable commercials — The Cableservice operated by Adams-Russell in Peabody, Mass., allows cable viewers, via a computer hookup, to request transmission of various long-form commercials. Jan. 60.

NCTA and TBS launch appeal to knock out CRT fee plan — Cable groups appeal decision regarding Copyright Royalty Tribunal's proposal. (DC) Feb. 38.

Low ratings are a bum rap for cable tv — It was a bad rap to say that cable is a bad buy because of low ratings. (MED-Papazian) Feb. 82.

Agencies see bright year for cable, if.. — The if is continued economic recovery. Also: Scorecard showing cable activity in top 20 agencies into cable. Feb. 117.

Cable tv's risk-taker explores its potential — Chuck Dolan, president of Ca-

blevision, is one of the movers and shakers of the wired medium. June 68.

MTV rocks cable — Profile of the cable phenomenon that's the darling of the subteens. Aug. 66.

Learning from the cable network experience — A review of the early days of cable and advertisers' attitudes. (MED-Papazian) Oct. 82.

ABC's of Videotex/Teletext — First in a series on the new electronic media defines the differences between the two and projects their use. (Part 1) Nov. 64.

You can't buy cable by the numbers — The question is how many numbers are enough to justify a substantial cable buy. Dec. 58.

Teletext: information cornucopia — How to use it, where and why. (Part 2) Dec. 60.

What price Videotex? — Still in blue-print stage, early soundings indicate substantial startup costs. FS 49.

Cable costs all over the lot — Overview of the current picture's players, audience, prices. FS 55.

Cost of understanding and using new media — The many new media coming on the scene force professionals to learn their nature and make a cost effective judgment. FS 113.

"As they see it" columns on cable tv by:

Roger C. Bumstead — The cable crisis — To attain greater penetration and become a viable ad medium, cable has to come to grips with its problems. Jan. 96.

Beverly O'Malley — Winter doldrums — In the light of available data, cable might be the course to reach light tv viewers. Mar. 108.

Ned Gelband — Paging new business for cable operators — A calm look at the past few years of cable. Apr. 102.

Barry M. Kaplan — Clearance issue on cable horizon — Major concern when evaluating an investment in cable is proof of performance. May 84.

Beverly O'Malley — Basic cable ever upward — Data from Nielsen's Cable Status Report show basic cable ever growing. June 92.

Alan Goldin — When do you need cable audience data? The more unique and specific a cable program is, the less important nose counting becomes. July 170.

Ned Gelband — Cost-benefit analysis — The economics of cable television franchise bidding have taken a strange turn toward conservatism. Aug. 86.

Beverly O'Malley — What a year for cable! — A year-end wrapup of the world of cable in 1983. Dec. 84.

GOVERNMENT REGULATION

FTC repeals three-year rule — Re: selling stations. (DC) Jan. 36.

Financial interest and syndication rule — Viewpoints presented to the FCC regarding repeal. (BB) Feb. 18. See also subject index for other items.

NCTA and TBS launch appeal to knock out CRT fee plan — Cable groups appeal decision regarding Copyright Royalty Tribunal's proposal. (DC) Feb. 38.

New legislation on cigarette warning arouses controversy. (DC) Apr. 32.

Proposed ownership attribution rules get mixed reaction — Reaction to FCC's proposed revision. (DC) June 46.

What will happen to freedom of speech? — With reference to Larry Flynt's announced run for the presidency. (DC) Dec. 44.

MAGAZINES

Lender's roll-out is really full of holes — Early advertising of Lender's included tv and magazines but it stuck with magazines for continuity and efficiency. Jan. 62.

Whatever happened to the "fashion" books — They still cover fashion, but also a lot more. How editors assess their expanding role. Jan. 64.

Using media to groom black hair care sales — Black magazines and radio play important role in marketing plans of M & M Products. Feb. 62.

Applying the marketing concept to magazines — Magazine marketing departments are now selling the product like a supermarket item. (ATSI-Kelley) Feb. 85.

New values in print — Opinions by Thurman Pierce of JWT. Mar. 121.

Young & Rubicam's print advocate — Leo Scullin tells how print and the ad world can improve their relationship. May 68.

Scorecard needed for science books — Media mavens know that the science books can't be all things to all people. June 64.

Raytheon speaks softly but carries a big payload — Raytheon's national print campaign weathers a ten-year run highlighting other than defense areas. June 66.

Comeback of the culture books — Publishers are working for a return to the golden age of culture books. July 40.

Magazines: The net tv alternative — Magazine Publishers Assn. has launched the biggest single medium print campaign on record. Aug. 54.

Magazine challenge: The search to validate readership — Magazines unveil several proposals to assay readership, validate audiences. Sept. 64.

Ingenious use of media dollars — Ten reasons for using magazines. Sept. 130.

The computer magazine maze — A total of 125 are now being published and we're still counting. Oct. 70.

How to upgrade a working boot — Aggressive selling and cleverly placed magazine ads pulled Timberland into the up-scale market. Nov. 62.

Magazines sail through — Industry consultant Jim Kobak studies magazine and business publications rate forecast rise; compares rates with other media. FS 41.

Costs aren't decisive factor in print buys — Cost is becoming less and less a decisive factor in magazine buying decisions. FS 93.

"As they see it" columns on magazines by:

David C. Lehmkuhl — Breaking rate cards hurts magazines — Rebuttal to arguments in favor of rate cutting. Jan. 94. (Rebuttal to Dec. 1982, p36).

Sheldon Taule — The product interest factor — Be sure your target audience will stop and read about your product. Feb. 92.

Richard C. Anderson — Buy magazines for their heavy readers — Magazines have personalities that engender a unique editorial environment. Mar. 84.

David C. Lehmkuhl — New ally — cable — As we learn more about cable it may turn out to be magazines' closest ally. Apr. 96.

John Meskil — Long-term prediction for magazines: up — Reasons for turnaround in magazine lineage. May 88.

Carol Karasick — Sales call basics — Suggestions to magazine salesmen for handling three types of calls. June 108.

Herbert Maneloveg — A look at new directions in [magazine] research — A few of the directions that research firms are investigating. Aug. 82.

David C. Lehmkuhl — Serving two masters — By encouraging research and analysis, the industry may be able to serve both advertisers and readers. Sept. 94.

John Meskil — Circulation is the only problem — The biggest problem facing magazines in 1983 remains circulation. Oct. 92.

Tom Johnson — Magazine selection and lifestyle — Compton/Detroit's approach to magazine planning for Jeep uses a formula based on demographics and lifestyle. Nov. 92.

Tom Spasari — "Graying America" impacts on magazines — Theirs will be an ever-evoking lifestyle, and it will be vastly different from the past. Dec. 76.

MARKETING

In-ad coupon use shifts in 1982 — Report from Majors Trend Report shows category use shifts. (UD) Jan. 46.

How Campbell keeps media on schedule — How Campbell Soup Co. controls its in-house media operation. Jan. 55.

Most lie low when disaster strikes — What is best strategy to adopt when disaster strikes. Jan. 58.

Lender's roll-out is really full of holes — Lender's frozen bagels make successful move into supermarkets via advertising, and trade promotion. Jan. 62.

Mike Roarty tells the Anheuser-Busch story — How Anheuser-Busch met the stiff competition brought on by Philip Morris' purchase of Miller beer. Jan. 70.

Women on wheels — A look at how auto advertisers media plans take note of the importance of women as buyers. (VuPt-McCarthy) Jan. 85.

Keep an eye on consumer trust to survive a "Tylenol" crisis. (Q) Feb. 42.

Using media to groom black hair care sales — M & M Products spends 12% of sales (\$38 million) on media — primarily black radio and magazines. Feb. 62.

Garanimals formula: hang tags and tv — Tv commercials of Garan Inc. are linked to point-of-sale with matching animal hang tags. Feb. 68.

Famous old service seeks new image — Orkin Exterminating spends about \$8 million to trade up professional image it seeks, using tv, Yellow Pages, spot radio and outdoor. Mar. 62.

G-E Credit seeks frequency in business press — General Electric Credit Corp. is seeking way to put more impact in business publication schedules. Mar. 64.

Now, Billy, age 6, picks brands — Stride Rite shoes finds it has to reach some very young customers. Mar. 68.

British invade U.S. with tv and vcr rentals — Granada Group is putting \$2.5 million behind launch of system new to U.S. Mar. 70.

How Molson comes across — How Canada's number two beer is vying for a place in the U.S. market. Apr. 64.

Computer ad clutter clouds marketplace — Second tier computer-related product makers vie for position in a crowded field with low budgets. Apr. 66.

Seagram soft drinks: A new media mixer — After New England test, Seagram Mixers are rolling out in Metro New York with a heavy tv schedule. Apr. 70.

Popeyes by-passes bigger competition in minute programs — Outspent ten to one, Popeyes uses barter and street-smart media to carve a niche. Apr. 72.

Egg board adds print to its broadcast onelet — American Egg Board adds magazines and radio to a reduced tv schedule. Apr. 74.

U.S. Football League — Long gain on short yardage — Despite low ratings advertisers are not exiting. May 57.

Do it yourself. . . — Guest editor Bernard Appel explains the in-house agency system of Radio Shack and how their product buyers make ad decisions. May 60.

Who's buying new cars? — Research by Knapp Publications indicates that the 1983 car market is moving from mass to class. May 64.

Mazola bets on health — Mazola is using print to reach nutrition-conscious consumers; networks refused copy. May 66.

The giveaways — Hertz, Avis, National and other auto rental firms are in a mad scramble to outdo each other in print and broadcast gift promotions. May 70.

When it comes to selling—Fletcher/Mayo no hayseed — Guest editor Glenn Mayo demonstrates what it takes to be a successful agri-marketer. June 59.

Ski View catches 'em on the slopes — Updated version of old medium reaches affluent skiing audience. June 62.

Raytheon speaks softly but carries a big payload — Discretion is the best defense when you are dealing with national preparedness. June 66.

Toys aren't just for kids — Guest editor Marty Schmidt, Ed Libov Associates, gives chapter and verse on how to cope with this fast moving category. July 30.

Burger war: round 3 — Wendy's fires a salvo in the Burger Wars. July 42.

Marketers march to military market — The military market, lucrative and relatively untapped, is waiting for the big advertisers to mine it. July 44.

Public relations integral to marketing — Public relations should be included in marketing plans. (VuPt-Haerer) July 183.

How ethical is ethical? — Pharmaceutical manufacturer ponder problems with ethical advertising. Aug. 60.

The slipper fits Subaru — Guest editor Alan Ross tells marketing story of the foreign import. Aug. 62.

Marketers race for corporate Olympics — Using the Olympics as a springboard, wise marketers are gaining recognition and prestige. Aug. 129.

P&G's new tack — How P&G is attempting to cut costs and expand alternative network media. Sept. 59.

Sheraton's formula — teamwork and media planning — Guest editor Robert Quinn, Sheraton director of advertising, describes company's \$20 million marketing plan. Sept. 66.

Advertisers woo kids with a different

game — Shift back to Saturday morning marks new media decision for advertisers who had gone elsewhere. Sept. 72.

How to nail down do-it-yourself — New media rise to serve need. Sept. 74.

Sears gets a facelift — Middle America's "old reliable" seeks best of both worlds. Oct. 59.

Anatomy of a state lottery — Guest editor Bob Wilder of Lewis, Gilman & Kyntett gives details of \$5 million tv and newspaper campaign for the Pennsylvania State Lottery. Oct. 66.

BMW shifts into high gear — Basic marketing and advertising strategy is moving Bavarian Motor Works into a top spot in the market. Oct. 74.

How to upgrade a working boot — Timberland Co., sparked by dynamic new product line, is going to town. Nov. 62.

How Henry beat the big boys — Private Reserve, a superpremium beer, is promoted on a modest budget — Blitz-Weinhard Brewery. Nov. 66.

Meet Mr. Network Radio — Jeffrey Martin Inc. makes prodigious use of the medium to promote venerable products, producing record sales. Nov. 68.

Co-op's quiet revolution — Co-op is diversifying in use of media, protecting itself against fraud and moving into \$8 billion class. Nov. 139.

That creative edge in media — Guest editor Keith Reinhard, chairman, Needham, Harper & Steers, emphasizes innovative thinking and teamwork in his agency — with examples. Dec. 49.

A Fiat by any other name — Top-of-the-line sports cars seek buyers via cable, outdoor and newspaper route. Dec. 54.

The Spanish market — Segmentation is the latest media accent, as marketers zero in on the upscale. Dec. 99.

15 top marketing successes of 1982 — Case histories of strategy behind the success of these companies. Spring Special (SS) Total issue.

Brand reports

Airlines — Apr. 119

Apparel — Dec. 111

Automobiles — Oct. 155

Car rentals — May 70

Cigarettes — July 177

Coffee and tea — Oct. 179

Computer-related products — Apr. 66

Frozen dinners — Feb. 129

Garden supplies — Apr. 113

Home electronics — June 149

Liquor — May 135

Paper products — Jan. 113

Personal computers — Feb. 141

Pet foods — May 121

Sporting goods — Sept. 147

Toys and games — Nov. 163

Wines — Aug. 115

"As they see it" columns on marketing by:

Bob Palmer — Media proliferation made me a "must" — The increase in number of media vehicles has made it difficult for media departments to keep on top of everything. Jan. 100.

Dawn Sibley — Can an impression create an image? — Can intangible benefits like "macho" or "excitement" be matched to media? Mar. 106.

Barbara C. Reid — When is a commercial worn out? — A look into the feasibility of determining commercial wearout. May 92.

Dawn Sibley — 60's to 30's to 15's — clutter, clutter, clutter — Move will increase clutter in an already cluttered medium. June 94.

David C. Lehmkuhl — Seeing beyond demographics — Five specific areas that are ignored when we limit our marketing expertise to demographics. July 167.

Richard R. Barrett — Consumer promotion — an 80's opportunity — Consumer promotion works in today's marketing mix. Aug. 80.

Jan Van Aal — Connivence: Selling with empathy — Author explains briefly the content of his book "Connivence." Sept. 90.

Dawn Sibley — A case history of "zapping away" — The growth of remote control usage as well as increased cable viewing options may be reducing the size of the commercial audience. Oct. 102.

Dick Bogash — Agencies revive interest in co-op — Agencies are recognizing the relationship between national campaigns and co-op on a local level. Nov. 84.

Art Edelstein — The secret weapon is sports — Media planners and buyers should be seeking to tie up radio sponsorship of teams on a long-term basis to protect against rising prices. Dec. 86.

MEDIA BUYING PHILOSOPHY

How Campbell keeps media on schedule — The extent to which product marketing people should be involved in media planning and execution. Jan. 55.

Media and the account executive — How an account executive participates in the media selection process. (Med-Sawyer) Jan. 88.

Extra values in tv "indies" — Bob Geis, media director, Wells, Rich, Greene, lifts some previous restrictions on his agency's buyers considering independent tv stations. (VuPt) Jan. 99.

Allen Bank's [DFS] alternatives to high cost of net television. Feb. 58.

Why advertisers are tuning in talk radio — Cost and efficiency are major attractions for buying satellite-transmitted networks. Feb. 60.

The virtuoso of media trends — Five media supertrends that emerge from a study of the forces of social change. Feb. 66.

Is the torch passing from agency to brand manager to in-house? — Survey raises many questions about extent to which advertisers are involved in making media decisions. Mar. 59.

Readership studies — what part do they play in publication selection — One needs to know more than a raw ad readership score. (ATSI-Thompson). Apr. 84.

Use station format to segment by age — Media people should listen to radio's music and not rely heavily on numbers. (ATSI-Saslow) Apr. 112.

Young & Rubicam's print advocate — Ten tips for a print planner from Leo Scul-lin. May 68.

Judgment needed in intermedia comparisons. (ATSI-Kelley) May 94.

Radio sponsorship effective image builder — Consider adding a feature program sponsorship as an image builder. (ATSI-Saslow) May 100.

Spot tv evaluation checklist — List of key points Ed Libov Associates checks for each spot buy. July 173.

Warning: "Cheaper is better" dictum is dangerous to your health — Let your agency know they are accountable for any buys they make. (Guest editorial-Schmidt) July 208.

P&G's new tack — How P&G is attempting to cut costs and expand into alternative network media. Sept. 59.

Sheraton's formula — teamwork and media planning — Guest editor Robert Quinn, Sheraton's director of advertising, describes company's \$20 million marketing plan. Sept. 66.

Ingenuous use of media dollars — Successful drives in radio and magazines for advertisers who are dollar efficient. Ten reasons for using magazines. Sept. 68.

More mileage from your media dollar — How to get the most mileage from the media dollar. (VuPt-Evanson) Sept. 120.

Media buying services — a candid review — An update on the propriety and value of the activity. Nov. 59.

Meet Mr. Network Radio — Opportunistic media buying as practiced by Jeffrey Martin Inc. Nov. 68.

Holiday media: Who's gaining weight? — With network tv getting too greedy some media directors are putting extra weight elsewhere. Nov. 74.

Tv audiences will never be the same — Despite shifting media viewing habits, the search for media alternatives goes on

at slow pace. (Med-Maneloveg) Nov. 82.

Magazine selection and lifestyle — Compton/Detroit's approach to magazine planning for Jeep uses a formula based on demographics and lifestyle. (ATSI-Johnson) Nov. 92.

What print can do — then and now — A list of the advantages print could provide. Dec. 52.

Setting prices for spot — An attempt to fathom how spot budgets are developed. FS 89.

Costs aren't decisive factor in print buys — Cost is becoming less and less a factor in magazine and newspaper decisions. FS 93.

MEDIA DEPARTMENTS

Media proliferation made "me" [media buying service] a "must" — The increase in number of media vehicles has made it difficult for media departments to keep on top of everything. (ATSI-Palmer) Jan 100.

How Jane weds media to creative — Jane Maas, new president of Muller Jordan Weiss, is forging a strong bond between media and creative. Feb. 72.

People cost-cutter — Media training programs can not only cut costs but also raise standards. (VuPt-Irvine) Feb. 98.

Advertiser/agency case histories

Activision — SS 57
Adams-Russell Inc. — Jan. 60
Advertising Research Foundation — May 62
Alberto-Culver Co. — Nov. 76
American Egg Board — Apr. 74
American Dairy Assn. — FS 105
Ameritech Mobile Communications — Dec. 56
Anheuser-Busch — Jan. 70
Atari — Sept. 132

BMW (Bavarian Motor Works) — Sept. 136, Oct. 74
Barclay (Brown & Williamson) — Sept. 134
Bavarian Motor Works — Sept. 136, Oct. 74
Blitz-Weinhard Brewery — Nov. 66
Burger King — SS 67

CPC International — May 66
Cablesop — Jan. 60
Cablevision Systems — June 68
California Milk Advisory Board — FS 105
Campbell Soup Co. — Jan. 55
Cato Johnson/Y&R — Nov. 140
Chrysler Corp. — SS 27
Coleco Industries — Sept. 136
Commodore Computers — SS 121
Corning Glass Works — May 116

Jack Daniels — SS 101
Del Monte Packing Co. — SS 109
Decision Research Corp. — June 114
Drexel Burnham Lambert — Apr. 68

Fiat — Dec. 54
Fletcher/Mayo Associates — June 59
Ford Dealers Group — FS 106
Ford Mustang — Apr. 61

Garan Inc. — Feb. 68
General Electric Co. — SS 85
General Electric Credit — Mar. 64
Georgia-Pacific — May 114
Granada Group — Mar. 70

H. J. Heinz Co. — Sept. 138
Hilton Hotels — SS 155
Honda Motorcycles — Apr. 60

International Automotive Importers — Dec. 54
Interstate — May 112

Jeffrey Martin Inc. — Nov. 68
Johnson & Johnson — SS 129

Ladycom Magazine — July 45
Lender's Bagel Bakery — Jan. 62
Ed Libov Associates — Feb. 70
Lowes Corp. — Sept. 74

L'Oreal (Cosmair Inc.) — Sept. 138
MCI — Sept. 140

M & M Products — Feb. 62
Mac Neil Consumer Products — SS 129
Magazine Publishers Assn. — Aug. 54
Maiden Form — SS 165
Marlboro (Philip Morris) — SS 145
Market Importing Co. — Apr. 64
Maybelline — SS 77
Mercedes-Benz — Sept. 140
Miller Brewing — SS 45
Molson beer (Market Importing) — Apr. 64
Muller Jordan Weiss — Feb. 72
Music Television (MTV) — Aug. 66

National Broadcasting Co. — Sept. 62
National Enquirer — Sept. 140
Needham, Harper & Steers — Dec. 49
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Orkin Exterminating — Mar. 62

Parker Bros. — Sept. 141
State of Pennsylvania — May 113
Pennsylvania State Lottery — Oct. 66
Philip Morris Tobacco Co. — SS 145
Popeyes — Apr. 72
Procter & Gamble — Sept. 59
Prudential Insurance Co. — SS 93
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Raytheon Co. — June 66
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SSC&B — Oct. 72
Seagram's Mixers — Apr. 70
Sears, Roebuck and Co. — Oct. 59
Seven-Up Co. — SS 137
Sheraton Worldwide — Sept. 66
Ski View — June 62
Stride Rite Shoes — Mar. 68
Subaru of America — Aug. 62
Sullivan, Stauffer, Colwell & Bayles — Oct. 72

Tandy Corp. — May 60
William B. Tanner Co. — Nov. 59
Texas Instruments — Sept. 141
J. Walter Thompson — Jan. 60
Timberland Co. — Nov. 62
Timex Co. — Sept. 142
Tylenol (Mac Neil/J&J) — SS 129

U.S. Football League — May 57

Visa — Sept. 144
Vitt Media International — Nov. 130

Wendy's — July 42
Woolite (Amer. Home Prods.) — Sept. 144

Young & Rubicam — May 68

How to make the most of a media department — Involve your media people totally in your business. (VuPt-Voss) Feb. 102.

How to put a head on your computer — Guest editor Marc Feidelson, Dailey Associates, points to the marvels of the computer in our lives and in the media department — What it used to be like and what it may turn out to be. Apr. 59.

Do-it-yourself . . . — How Tandy Corp. (Radio Shack) operates its in-house agency. May 60.

No "off-the-cuff" matter — How much does it cost to staff, organize and operate a contemporary media department. These media managers tell how. Oct. 62.

They team up at SSC&B — The media director is involved with each major account from the initial presentation as are other senior executives in creative and research. Oct. 72.

Vitt studies agency's cost of buying media in-house — Vitt Media International's study of cost of running a media department. Nov. 130.

That creative edge in media — Guest editor Keith Reinhard, Needham, Harper & Steers, emphasizes innovative thinking and teamwork in his agency's operation (with examples). Dec. 49.

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Media and the account executive — How an account executive participates in the media selection process. Jan. 88 (Sawyer).

Low ratings are a bum rap for cable tv — It is an error to consider cable a bad buy because of low ratings. Feb. 82 (Papazian).

Avoiding pitfalls in international marketing — Get your timing and pricing right and test your way. Mar. 80 (Wier).

More to media analysis than media analysis — Much can be learned from existing research when a cross-analysis is attempted. Apr. 80 (Papazian).

The up-front buying game — A collection of thoughts about what happens in the tv marketplace when spring rolls around. May 78 (Mancloveg).

A case for the syndication rule — Background on the Syndication and Financial Interest Rule, including related access-rule involvements. June 78 (Papazian).

Frequency or reach — A review of reach and frequency as it evolved and what we might do to improve it. July 162 (Edelstein).

Finding involved viewers requires involved advertisers — Television Audience Assessment (TAA) effort to explore television's impact should be encouraged. Aug. 74. (Papazian).

Should co-op advertising be in your plan — A review of dealer co-op advertising as it is today. Sept. 80 (Turk).

Learning from the cable network experience — A review of the early days of cable and advertisers' attitudes. Oct. 82 (Papazian).

Tv audience will never be the same — Despite shifting viewing habits, the search for media alternatives goes on at a slow pace. Nov. 82 (Mancloveg).

Tv's opponents missing the point as usual — Despite hue and cry about eroding network share, nothing has happened to it. Dec. 70 (Papazian).

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Reaping rewards from switch to mornings — Switch pays off at the Oakland Tribune. (NIM) Feb. 175.

New values in print — Review of new values in print by Thurman Pierce of JWT. Mar. 121.

No mourning in one-paper towns — The remaining metro and suburban papers in Philadelphia and Washington, DC, gained the bulk of the defunct papers' readers. Apr. 62.

Young & Rubicam's print advocate — Leo Scullin tells how print and the ad world can improve their relationship. May 68.

1982 newspaper ad leaders. June 127.
Newspapers agree to share Viewtron data — Knight-Ridder and Newhouse agree to share Viewtron home information test. (NIM) July 25.

USA Today — How is it doing? — Another chapter in the saga of America's newest national newspaper. July 36.

Technology making newspapers more efficient. (FU) Aug. 33.

The problem of the second newspaper. (AWSI) Aug. 70.

How many people will read her newspaper? — SMRB and Scarborough studies show that readership is up. Sept. 70.

Newspapers pause at the crossroads — Observations on chains and on suburban papers show changing reading habits. Sept. 163.

Anatomy of a state lottery — Newspapers play an important role in promoting the Pennsylvania State Lottery. Oct. 66.

Newspapers: Better buy for 1984 — Higher costs will be offset by the efficiencies of SAU's. FS 69.

Costs aren't decisive factor in print buys — Cost is becoming less and less a factor in newspaper buying. FS 93.

"As they see it columns on newspapers by:

Michelle Horowitz — Is it an insert, or direct mail? — Select newspapers now offer to mail inserts to non-subscribers to achieve total coverage. — Jan. 98.

Mike Drexler — How newspapers can survive mid-life crisis — Some things publishers can do to increase acceptance. Feb. 96.

Joe Murray — Why not a PRIZM application in newspaper analyses. Mar. 108.

Roger C. Bumstead — Primetime print — Sunday magazines represent a national alternative or complement to network tv. Apr. 104.

Judith W. Hofschier — What reps can tell agencies — Several steps a rep can take to insure that his session with media people will be profitable. May 80.

Len Lieboff — Standard Advertising Units (SAU) — A review of what SAU's are all about. July 165.

David Capano — Does readership gains justify rate hikes? — If they increase it may cause some large advertisers to reduce schedules. Aug. 88.

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January — Paul Mulcahy, managing director, CSC Advertising (in-house agency of Campbell Soup Co.)

February — Allen Banks, executive vp-director of media, Dancer Fitzgerald Sample

March — Harry Way, media director, Colgate-Palmolive Co.

April — Marc Feidelson, senior vp-media director, Dailey Associates

May — Bernard Appel, executive vp, marketing, Radio Shack

June — Glenn Mayo, executive vp, Fletcher/Mayo Associates

July — Marty Schmidt, corporate senior vp, Ed Libov Associates

August — Alan Ross — vp communications, Subaru of America, Inc.

September — Robert Quinn, director of advertising and marketing development, worldwide, Sheraton Corp.

October — Robert Wilder, chairman-ceo, Lewis, Gilman & Kynett

November — Martin Himmel, ceo, Jeffrey Martin & Co.

December — Keith Reinhard, chairman-ceo, Needham, Harper & Steers

Louis T. Hagopian — Selling newspapers — Newspapers should give better information about the groups that make up the circulation. Oct. 110.

Dr. Leo Bogart — More ad messages sent fewer get through — A number of advertisers spend too much money on disseminating messages and not enough to research their efficiency. Nov. 106.

John Meskil — Newspapers prosper even in good times — Why newspapers will benefit from increased ad linage and revenue. Dec. 78.

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Bus shelter group's goal: "Nationalize its medium" — Bus Shelter Advertising Assn. aims for recognition. (NM) Jan. 20.

Outdoor industry readies awareness/sales studies — Institute of Outdoor Advertising launches research project embodying both awareness and sales response. (NM) Mar. 21.

Famous old service seeks new image — Orkin Exterminating includes outdoor in \$8 million campaign to trade up professional image. Mar. 62.

Internal illumination comes to eight-sheets — Larry Krain gives them a try in Philadelphia. (UD) May 32.

Ski View catches 'em on the slope — By taking an old idea and adding a new twist, Ski View had found a way of reaching the affluent skiing audience. June 62.

Co-oping means more summer action — Co-op outdoor programs are up this year in what appears to be a trend. July 38.

Transit display has something to say — The medium is proving a valuable vehicle for reaching previously missed audiences. Aug. 58.

What it costs to go outdoors — Outdoor makes its case for constant use — Cost factors and case histories included. FS 102.

"As they see it" columns on outdoor/out of home by:

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Peter Riordan — First 100 years of subway advertising — A quick history of car cards in New York subways. Feb. 87.

Bob Flood — Outdoor class gets good marks — Report on the successful education seminar on outdoor sponsored by the IOA. Mar. 94.

Martin J. Mullany — Medium to watch in the 80's — The eight-sheet poster medium might well outpace some of the more glamorous hi-tech media. Apr. 92.

Dick Briggs — The exciting future of fiber optics — Fiber optics have exciting applications to electronic outdoor; the technology is here. June 86.

Bob Flood — Mobile Diamondvision — gem on wheels — This mobile unit, still in its infancy, should prove quite popular. July 166.

Don Kolke — Help wanted — If out-of-home is to increase share of ad dollars, it will have to provide research comparable to other media. Sept. 85.

Bob Flood — Shelter media — dual coverage — The bus-shelter medium is adding markets and attracting advertisers. Nov. 90.

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Network radio is a new world — Joseph Larsen, Radio Network Assn., gives reasons for being bullish on network radio. (VuPt-Larsen) Jan. 83. Rebuttal to John Meskil (Aug. '82, p 74.)

RADAR radio report — Statistics on radio audience composition. (HW) Feb. 50.

Why advertisers are tuning-in talk radio — Cost and efficiency are major attractions for buying. Feb. 60.

Using media to groom black hair care sales — Black radio and magazines play important media role in marketing plans of M & M Products. Feb. 62.

How Jane weds media to creative — How radio worked successfully into the media plans of several of Jane Maas former clients. Feb. 72.

Radio's viability in a high-tech era — It is a medium which fits both home and out-of-home lifestyles. (Q) Mar. 50.

Famous old service seeks new image — Orkin Exterminating spends \$8 million to trade-up professional image using variety of media including spot radio. Mar. 62.

Are radio reps getting ripped off? — Reps contend direct buying from stations is a menace. Mar. 74.

Is radio's magic missing — We treat radio as a weak medium instead of the unique medium it is. (Q) Aug. 30.

Drive time good, but not always best — Group W report. (UD) Sept. 49.

Research radio: results oriented — Small market radio has its own strengths and weaknesses. (ATSI-Knepper) Sept. 88.

Meet Mr. Network Radio — Jeffrey Martin Inc. makes prodigious use of the medium to promote venerable product lines, producing record sales. Nov. 68.

The secret weapon is sports — Media planners and buyers should be looking for long-term sports sponsorships as hedge against rising prices. (ATSI-Edelstein) Dec. 86.

Setting prices for spot [radio] — An attempt to fathom how spot radio budgets are developed. FS 89.

Costs right for radio? Several case histories of national advertisers that are increasing their outlay for network radio. FS 108.

Examples of radio rates — Data from Blair Radio's BRAIN showing examples of rates by markets for a target audience of adults 25-54. FS 110.

"As they see it" columns on radio by:

Michelle Abel — Beware of the four-book average — It smoothes out statistical instability in the ratings. Mar. 104.

Steven Saslow — Use station format to segment by age — Media people should listen to the music and not rely heavily on numbers. Apr. 112.

Steven Saslow — Radio sponsorship effective image builder — Consider adding a feature program sponsorship as an image builder. May 100.

Thomas P. Spasari — Radio should catch up in a high-tech age — Industry needs to reposition itself. Sept. 82.

Thomas P. Spasari — Push 'n shove needed in radio — Radio may not be as glamorous as other media, but it can be extremely effective in your ad program. Nov. 100.

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Tv shares down, prices up! How come? — Guest editor Allen Banks explores the dilemma of higher network prices and fading audience shares. Index of commercial costs. Feb. 57.

Are radio reps being ripped off? — Radio reps contend that direct buying is costing radio industry millions. Mar. 74.

The up-front buying game — Thoughts about what happens in the tv marketplace when spring rolls around. (Med-Mane-love) May 78.

Will tv prices continue to follow demand? Up-front buying continues to grab most of the controversy — examples of how networks manipulate market to their advantage and sometimes disadvantage. June 27.

Will agencies buy time at network prices? Networks are expected to encounter stiffening resistance from advertisers and media buyers. July 34.

The "left-over" theory of sales promotion is passe — Proper allocation between advertising and sales promotion funds should be based on research. (VuPt-Schultz) July 206.

25 candid clients tell how they see network tv now — Frank opinions on the state of network tv timebuying costs. Aug. 51, FS 133.

How they made the top 200 — Why 20 brand managements increased budgets. Sept. 132.

Olympics, elections, inventories — How high is high for spot tv prices in 1984? — A look ahead. (ATSI-Wald) Nov. 102.

Media costs in 1984 will jump another 9.4% — 13th annual Decisions forecast shows audience growth stymied but rates rising. FS 25.

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Magazines sail through — Industry consultant Jim Kobak studies magazine and business publication rate forecast rise; compares rates with other media. FS 41.

What price Videotex? — Still in the blueprint stage, early soundings indicate substantial startup costs. FS 49.

Cable costs are all over the lot — Overview of the current picture: players, audience, prices. FS 55.

Setting prices for spot — An attempt to fathom how spot budgets are developed. FS 89.

What it costs to go outdoors — Costs are up but not alarmingly so. FS 102.

Costs right for radio? — Data from Blair Radio's BRAIN showing examples of rates by markets for a target audience of adults 25-54. FS 110.

Big advertiser budget breaks — How leading advertisers allocated their ad dollars in national media in 1982. FS 123.

Ad budgets are a matter of timing — Decisions' survey among top 200 Advertiser Brands shows that the budgeting process continues year round. FS 130.

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Outdoor industry readies awareness/sales studies — Institute of Outdoor advertising launches research project embodying both awareness and sales response. (NM) Mar. 21.

Joyce's view of research technology — Timothy Joyce, Mediamark Research, compares his firm's method, "recent reading," to SMRB's "through the book." (HW) Mar. 54.

Rebirth of the ARF — Story behind the startling transformation as told by Mike Naples of the ARF. May 62.

Predicting has its pitfalls — How to avoid them. (VuPt-Duboff) June 114.

Seeing beyond demographics — Five specific areas that are ignored when we limit our marketing expertise to demographics. (ATSI-Lehmkuhl) July 167.

A look at new directions in [magazine] research — A few of the directions that research firms are investigating. (ATSI-Maneloveg) Aug. 82.

Magazine challenge: The search to validate readership — Magazines unveil several proposals to assay readership, validate audiences. Sept. 64.

More than meets the eye — Multidimensional Communications Research conducting eye-tracking research on magazine advertising. Nov. 134.

Don't do it by the numbers — People who are surveyed constantly cannot be expected to respond as if they weren't. (Guest editorial) Dec. 144.

"As They see it" columns on research by:

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Larry Kelley — Applying the marketing concept to magazines — Magazine marketing departments are now selling the product like supermarket items. Feb. 85.

Don Cole — How expanded meter measures impact on tv — New methodology may affect price. Mar. 92.

Gerald Linda — Copy testing potpourri — Comments on copy testing procedures and characteristics. Apr. 108.

Larry Kelley — Judgment needed in intermedia comparisons — A great issue looms — intermedia comparisons. May 94.

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Bernard Guggenheim — Media model output — solid or soft? — We should not lose sight of the fact that they are models, not facts. June 106.

Roger C. Bumstead — Applying "the law of the situation" — Media research: where should it go from here? ("Megatrends" by John Naisbitt.) July 171.

Betsy Frank — Nielsen's report on channel switching — The first significant piece of research on zapping sets the stage for expanded research. Aug. 76.

Charles D. Knepper — Research radio: results oriented — Small-market radio has its own strengths and advantages. Sept. 88.

Jeff De Joseph — Standing at the crossroads — Researchers should create a deeper, more comprehensive understanding of their information sources. Oct. 94.

Larry Kelley — Infomercials — Results of Bozell & Jacobs study on the efficiency and effectiveness of longer (60+) commercials. Nov. 98.

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Metro's fiftieth — A review of the developments affecting Sunday magazines and comics. (PB) Jan. 123.

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Is a supplement a magazine? — Re the Parade/Family Weekly dispute with Publishers Information Bureau. (AWSI) July 161.

Action on the Sunday magazine front — Roundup of activity on the supplement field. (PB) Aug. 17.

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Low-power tv: A rough birth — Low-power tv has been billed as the most exciting thing to happen to communications technology since cable. Jan. 68.

The football strike — what happened? — Overall viewing of tv dropped significantly when football was off the air. (ATSI-Guggenheim) Jan. 89.

Extra values in tv "indices" — Wells, Rich, Greene lifts some previous restrictions on the agency's buyers considering independent tv stations. (VuPt-Geis) Jan. 99.

Tv shares down, prices up! How come? — Guest editor Allen Banks explores dilemma of high national price and fading audience shares. Feb. 57.

Garaminals formula: Hangtags and tv — Tv commercials of Garan Inc. are linked to point-of-sale with matching animal hangtags. Feb. 68.

The public wants more sports on tv — Survey by Benton & Bowles shows that despite current volume the public wants more. (UD) Mar. 36.

Crime on tube found realistic — Tv crime more violent than real life according to the Media Institute. (UD) Mar. 40.

Famous old service seeks new image — Orkin Exterminating spends \$8 million to trade up professional image using a variety of media including spot tv. Mar. 62.

Should tv syndication rule be dropped — Guest editor Harry Way, media director, Colgate-Palmolive, and chairman of ANA's television committee, explains why advertisers want to keep tv networks out of syndication. Mar. 66.

PBS spot test: First findings positive. Mar. 72.

Cable's loss is broadcast's gain — Major findings of the Cable Television Advertising Bureau and Arbitron Ratings survey. (NE) Apr. 52.

Seagram soft drink: A new media mixer — Heavy tv schedule supports roll-out in Metro New York. Apr. 70.

Now that the TV Code is dead — Broadcast leaders at NAB convention predict consequences of Broadcast Code loss. May 72.

The up-front buying game — What happens in the tv marketplace when spring rolls around. (Med-Mancloveg) May 78.

When is a commercial worn out? A look into the feasibility of determining commercial wearout. (ATSI-Reid) May 92.

Roper television study — Roper Organization confirms tv as leading information medium. (HW) June 28.

Will tv prices continue to follow demand? — Up-front buying leads controversy — Examples of how networks manipulate market to their advantage and sometimes disadvantage. June 72.

A case for the syndication rule — Background on the Syndication and Financial Interest Rule, including related access-rules. (Med-Papazian) June 78.

60's to 30's to 15's — clutter, clutter, clutter — Move will increase clutter in an already cluttered medium. (ATSI-Sibley) June 94.

Ad Hoc Network: Picking up speed — While there is nothing new about the ad hoc network, advertisers are showing interest in searching out alternatives. July 27.

Will agencies buy time at network prices? — Networks are expected to encounter stiffening resistance from advertisers and agency buyers. July 34.

Spot tv evaluation checklist — List of key points that Ed Libov Associates checks for each spot tv buy. July 173.

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of network tv timebuying costs. Aug. 51, FS 133.

Finding involved viewers requires involved advertisers — Television Audience Assessment (TAA) effort to explore television's impact should be encouraged. (Med-Papazian) Aug 74.

Nielsen's report on channel switching — The first significant piece of research on "zapping" sets the stage for expanded research. (ATSI-Frank) Aug 76.

Syndication suits up as network option — Syndicators fight against network lobby with formation of Advertisers Syndicated Television Assn. with Robert L. Turner, Lexington Broadcasting, at helm. Aug. 98.

P&G's new tack — How P&G is attempting to cut costs and expand into alternative network media. Sept. 59.

The Peacock preens its plumage — NBC revival as live media entry has things humming at 30 Rock. Sept. 62.

Advertisers woo kids with a different game — Shift back to Saturday morning marks new media decisions for advertisers who have strayed. Sept. 72.

Television — a supply sider's holiday — Negotiation has become an art. (AWSI) Sept. 78. (Rebuttal Oct. 176.)

Anatomy of a state lottery — Television plays an important role in promotion of Pennsylvania State Lottery. Oct. 66.

A case of "zapping" away — Increased usage of remote controls and increased cable viewing options may reduce the audience for commercials. (ATSI-Sibley) Oct. 102.

Advertising on PBS — reality or fantasy — Possibility of advertising on public tv has raised a number of issues which are reviewed with a look at PTV as a media buy. Oct. 146.

Web buying traffic jam a scam? — Questioning the premise that there is a traffic glut in the demand for tv time. (VuPt-Kostrya) Oct. 176 (Reply to AWSI-Sept. 78.)

The affiliates fight back — Network affiliates compete with gradually strengthened independents on a market-by-market basis. Nov. 72.

Will it be split 30's? — How the tv minute can be split has a new wrinkle: splitting 30's into 15's. Nov. 76.

The tv Code is dead . . . but the memory lingers on — A year later, advertisers rely on self-restraint to take the place of the code. Dec. 64.

Tv opponents missing the point: as usual — Despite the hue and cry about eroding network shares, nothing much has happened to tv. (Med-Papazian) Dec. 70.

Web costs age-old battle — Programming cost increases continue — reasons outlined. FS 77.

Syndicators step up prices — Though syndicators are offering high quality shows, the prices are close to the network's tab. FS 81.

Putting a lid on tv production costs — Commercial production costs are being monitored more by agencies. FS 85.

Setting prices for spot [tv] — An attempt to fathom how spot tv budgets are developed. FS 89.

"As they see it" columns on television by:

Ken Sacharin — Why no research on tv clutter? It behooves advertisers to learn what they can about pod (cluster of commercials) position. Jan. 92.

Hugh O'Brien — A rear-view mirror look at the future — The network tv marketplace bears no resemblance to a decade ago. Feb. 86.

Peter R. Gillespie — Public tv in the market place — The OK to sell ad time on public tv leads to a number of questions. Mar. 98.

Sheldon Taule — Changes coming in tv pricing — but when — Despite problems, network still appears to be able to dictate pricing. Apr. 104.

Betsy Frank — How do the networks spell relief? M-I-N-I — S-E-R-I-E-S — The mini-series is being hailed as remedy for net audience erosion. May 96.

Betsy Frank — "A B C D E F G" What's the trend in kids tv? — Children are not indiscriminate users. They seek out what they want to watch. June 82.

Steve Levine — Are we over-translating media tests? Despite a successful test market program, national projections may not be realized because of excessive test market weights. July 168.

Chet Bander — Independent station prime time seasonal shares — Key finding of INTV analysis is the major increase of indies share during out-of-season. Aug. 90.

Alec Gerster — What will 15-second spots do to pricing? — A discussion of the advantages and disadvantages of shorter copy lengths. Sept. 81.

Barry M. Kaplan — Points to clutter — Second Nielsen report adds to information on channel switching and VCR ownership. Oct. 88.

Donna Wald — Olympics, elections, inventories — how high is high for spot tv prices in 1984 — A look ahead at the tv time avails in West and South due to these special events. Nov. 102.

Chet Bander — The value of loyal audience — Investigation into the relationship between media loyalty and ad effectiveness. Dec. 88.

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 Continuity — Apr. 74, June 98 (ATSI)
 Co-operative advertising (dealer) — Feb. 24 (MB), May 14 (Q), July 38, Sept. 21 (NM), 80 (ATSI), Oct. 49 (MB), Nov. 26 (DC), 84 (ATSI), 139
 Co-operative advertising (group/assn.) — Apr. 74, FS 105
 Co-operative couponing — Jan. 32 (FU), July 18 (PB)
 Copy testing — Apr. 108 (ATSI)
 Copyright (cable) — Jan. 130 (BB), Feb. 38 (DC), Oct. 38 (DC)
 Copywriters — Aug. 56

Corporate advertising — SS 85, May 100 (ATSI), June 66, Aug. 144 (GE), Oct. 106 (ATSI)
 Corporate image — Jan. 58, Feb. 42 (Q), 78 (AWSI), SS 129, June 23 (UD)
 Cosmetics — SS 77
 Couponing — Jan. 32 (FU), 46 (UD), 62 (cross), Feb. 32 (UD), July 18 (PB)
 Crime — Nov. 40 (UD)
 Cross merchandising — Jan. 62
 Culture market/magazines — July 40
 David and Goliath — Apr. 64, 66, 72, Nov. 66
 Deregulation — Feb. 164 (PB), Aug. 139 (DC), Sept. 175 (BB)
 Direct Broadcast Satellite (DBS) — Jan. 36 (DC), 130 (BB), Dec. 33 (NE)
 Direct buying — Jan. 130 (BB), Mar. 74, 170 (MB)
 Direct marketing — Jan. 52 (HW), Aug. 46 (UD)
 Disaster — Jan. 58, Feb. 42 (Q), 78 (AWSI), SS 129, June 36 (UD)
 Do-it-yourself — Sept. 74
 Drive time — Sept. 49 (UD)
 Drugs — SS 129, Aug. 60
 Eating habits — Dec. 38 (FU)
 Economic forecasts — Sept. 40 (FU), Oct. 24 (FU), Dec. 36 (FU)
 Economic recovery — Feb. 34 (FU), Aug. 21 (NM)
 Effectiveness — Jan. 91 (ATSI), July 164 (ATSI), Nov. 98 (ATSI), 106 (ATSI), Dec. 36 (FU), 88 (ATSI)
 Eggs — Apr. 74
 Eight-sheet posters — Apr. 92 (ATSI), May 32 (UD)
 Election — Nov. 102 (ATSI)
 Electronic publishing — May 48 (NE), 52 (DC), June 38 (NE), 54 (NIM), July 200 (NE), Sept. 54 (NE), Oct. 28 (FU), 42 (NE), Nov. 48 (NE), 64 (#1), Dec. 60 (#2), FS 49
 Enough advertising, what is — June 30 (Q)
 Ethical drugs — Aug. 60, Sept. 50, Oct. 50 (UD)
 Exterminator service — Mar. 62
 Eye-tracking research — Nov. 134 (VuPt)
 FARMS (Farm Audience Readership Service) — Oct. 102 (ATSI)
 FCC — Jan. 36 (DC), Feb. 18 (BB), May 48 (NE), 52 (DC), June 30 (Q), 48 (DC), 78 (ATSI), July 201 (DC), Aug. 139 (DC), Sept. 36 (DC), Oct. 192 (BB)
 FDA — Aug. 60
 FTC — Apr. 32 (DC), Nov. 26, (DC)
 Fairness Doctrine — May 52 (DC)
 Families — Feb. 34 (FU)
 Farm market — Feb. 32 (UD), Apr. 28 (MB), June 59, 98 (ATSI), July 14 (FU), Sept. 42 (HW), 54 (NE)
 Fast food — SS 67, Apr. 72, July 42
 Fiber optics — June 86 (ATSI)
 Financial advertising — Jan. 18 (PB), Mar. 64, Apr. 68, Aug. 141 (UD)
 Financial Interest/Syndication Rule — Feb. 18 (BB), Mar. 48 (DC), 66, May 14 (Q), June 78 (ATSI), July 201 (DC), Aug. 98, Sept. 36 (DC), 175 (BB)
 Food — Jan. 62, Feb. 129, SS 109
 Forecasts — see Predictions
 Franchising — SS 67
 Frequency — July 162 (ATSI), Aug. 40 (NIM)
 Frozen foods — Jan. 62, Feb. 129
 Games — see Toys; Video games
 Gardening supplies — Apr. 133
 Gatefolds — see Insertions
 Generics — May 34 (UD), Sept. 44 (UD)
 Norman R. Glenn (tribute) — July 20
 Grocery ads — Dec. 28 (UD)
 Hair care products — Feb. 62
 David Graham Halliday — June 20 (NM)
 Hang tags — Feb. 68
 Headache remedies — SS 129, June 36 (UD)
 Health claims — May 66
 Hearing impaired, tv for — Oct. 205 (UD), Nov. 48
 Herbicides — June 176
 High-priced products — Jan. 85 (VuPt), Oct. 74, Dec. 54, 56, see also Upscale marketing
 Holiday media — Nov. 74
 Home video — see Video cassette recorders
 Hotels — SS 155, June 40 (FU), Sept. 66, Nov. 34

IBIT (Issue by Issue Tally) — Oct. 17 (PB)
 image advertising/building — see Corporate advertising
 impositions, number needed — July 164 (ATSI)
 In-house agencies — Jan. 55, Mar. 59, May 60, Nov. 130
 Income — July 14 (FU)
 Independent tv stations — Jan. 99 (VuPt), July 194 (BB), Aug. 90 (ATSI), Sept. 20 (NM), 61, Oct. 42 (NE), Nov. 72
 Indirect advertising — Feb. 32 (UD)
 Infomercials — see Long-form commercials
 Information format — Sept. 114
 Ingredients — SS 109, Aug. 46 (UD), Oct. 50 (UD), Nov. 38 (UD)
 Insecticide — June 176
 Insertions, multi-page — Feb. 52 (NIM), 74, 164 (PB), Apr. 17 (PB), July 17 (PB)
 Insurance — SS 93
 Integrated 30's — see Split 30's
 Interactive cable — see Cable, shop-at-home
 International marketing — Jan. 91 (ATSI), Mar. 80 (ATSI), Aug. 30 (Q), Oct. 32 (Q), Nov. 54 (FU)
 Introducing new products — see New product introductions
 Judgment buying — May 94 (ATSI), Apr. 112 (ATSI), July 170 (ATSI)
 Lamps, glass — May 116
 Leisure — Mar. 44 (FU)
 Length of commercials — Jan. 60, see also Split 30's Long-form commercials
 Licensing — May 32 (UD)
 Liquors — Mar. 135, SS 101, June 178 (UD), Aug. 139 (DC), Nov. 38 (UD)
 Local co-op advertising — see Co-op advertising (dealer)
 Long-form commercials — Jan. 60, May 48 (NE), June 20 (NM), 34 (Q), Nov. 98 (ATSI)
 Low-power tv — Jan. 68
 Luggage — Nov. 38 (UD)
 Luisi, Marie — Apr. 147 (BB), May 20 (NM)
 Lumber — May 114
 Magazines, company sponsored — Feb. 52 (NIM)
 Mail order — see Direct marketing
 Marketing & Media Education Week — July 184
 Marketing and Media Week (faculty) Jan. 72
 Marriage mail — Jan. 98 (ATSI), May 148 (GE)
 Media alternatives — Feb. 58, Apr. 104 (ATSI), May 148 (GE), July 27, Aug. 52, 54, 98, Sept. 68, 59, Nov. 74, 82 (ATSI), Dec. 36 (FU)
 Media buying services — Jan. 100 (ATSI), Nov. 59
 Media checking services — BAR Sept. 176 (BB), PIB LNA IMS Oct. 46 (NIM)
 Media guides — DDB Feb. 50 (HW)
 Media mix — FS 123
 Media selling — Jan. 88 (ATSI), Feb. 85 (ATSI), May 80 (ATSI), June 108 (ATSI), Oct. 110 (ATSI)
 Media Person of the Year — see Adperson
 Men and housekeeping — Sept. 42 (HW)
 Messages, advertising — Nov. 28 (HW), 106 (ATSI)
 Military market — July 44
 Million-dollar minute — Dec. 127 (BB)
 Mini-series (list) — May 96 (ATSI)
 Motion picture producers — Apr. 160 (FU)
 Motorcycles — Apr. 60
 Movie theaters, advtg. in — June 20 (NM), 34 (Q)
 Multiple System Operators (MSO) — Dec. 33 (NE)
 Multi-page insertions — see Insertions, multi-page
 Music TV — Aug. 66, Oct. 50 (UD), Dec. 66
 Negotiation — Sept. 78 (AWSI)
 New product introductions — Apr. 160 (FU), SS (several examples), Dec. 40 (Q), 54
 News — May 76 (AWSI)
 Newspapers ad sizes — see Standard Ad Units
 Old-age market — Aug. 21 (NM), Dec. 76 (ATSI)
 Olympics — Apr. 36 (UD), Aug. 129, Oct. 21 (NM), Nov. 40 (NIM), 102 (ATSI)
 One-order-one bill — Nov. 18 (PB)
 One-paper towns — Apr. 62
 Ownership rules (tv) — Jan. 36 (BB), June 46 (DC)

Packaged milk (non-refrigerated) — Feb. 21 (NM)
 Packaging — Dec. 26 (UD), see also Aseptic packaging
 Pay-for-view cable — see Cable, pay-for-view
 Personal computers — see computers, personal
 Pet foods — May 121
 Photo copiers — Dec. 53
 Piggyback — see Split 30's
 Pods (strings of commercials) — Jan. 93 (ATSI)
 Political advertising — Dec. 44 (DC)
 Population — Feb. 34 (FU), May 40 (HW)
 Predictions — Feb. 17 (PB), 164 (PB), Apr. 40 (FU), 56 (Q), June 42 (FU), 44 (FU), Sept. 40 (FU)
 Preprints — Jan. 98 (ATSI)
 Pricing and profit — Feb. 95 (ATSI)
 Primetime Access Rule (PAR) — June 78 (ATSI)
 PRIZM — Feb. 24 (MB), Mar. 108 (ATSI), Aug. 33
 Product information — see Consumer information
 Product interest — Feb. 92 (ATSI)
 Product managers — Jan. 55, Mar. 59
 Production costs (Bdcast) — FS 77, 85, 117, 120
 Production costs (Print) — FS 61
 Programming costs (tv) — FS 77, 81
 Programming and advertising — Sept. 40 (FU)
 Psychographics — Aug. 132 (UD)
 Public relations — July 183 (VuPt)
 Public broadcasting — Jan. 46 (UD), Mar. 72, 98 (ATSI), Oct. 38 (DC), 124, (DC), 146, Nov. 38 (UD)
 Publicity — June 21 (NM)
 Purchase influence — Dec. 26 (UD), 30 (HW)
 RADAR — Feb. 50 (HW)
 Radio networks — Jan. 83 (list) (VuPt)
 Railroad advertising — Dec. 52
 Rate cutting — Jan. 94 (ATSI), Mar. 28 (MB), 74, Jan. 130 (BB)
 Readers per copy (newspapers) — Apr. 18 (PB), July 17 (PB), Sept. 17 (PB), 70, Nov. 17 (PB)
 Readership (magazines) — April 84 (ATSI), June 54 (NIM), Sept. 64 (FU)
 Readership (newspapers) — Mar. 44 (FU), Apr. 18 (PB), July 17 (PB), Sept. 17 (PB), 70, 163 Nov. 17 (PB)
 Readership studies (Meldrum & Fewsmith) — Jan. 74 (#1), Feb. 173 (#2)
 Religion — Aug. 42 (NE)
 Rentals — Mar. 70, May 70
 Repeat programming — Aug. 90 (ATSI)
 Representatives, radio — Jan. 130 (BB), Mar. 74, May 24 (MB), 52 (DC), Nov. 175 (BB)
 Representatives (selling hints) — May 80 (ATSI), Nov. 18 (PB)
 Robinson-Patman Act — Nov. 26 (DC)
 Robots — Nov. 56 (FU)
 Royalty payments (cable) — Feb. 38 (DC)
 SAU — see Standard Advertising Units
 SMRB — Jan. 119 (MB), Mar. 54 (HW), Apr. 18 (PB), July 17 (PB), Sept. 17 (PB), 70, Nov. 17 (PB)
 Salad oil — May 66
 Salaries — Jan. 44 (UD), May 40 (HW), Oct. 64 (Sussman)
 Sales promotion — July 206 (VuPt), Aug. 80 (ATSI)
 Scarborough — Apr. 18 (PB), July 17 (PB), Sept. 17 (PB), 70, Nov. 17 (PB)
 Scented advertising — July 18 (PB)
 Scorecard (cable) — Feb. 117
 Seasonal buying patterns — June 98 (ATSI)
 Self-regulation — May 72, Dec. 64, see also Code
 Senior citizens — Aug. 21 (NM), Dec. 76 (ATSI)
 Shampoo — Feb. 32 (UD)
 Shared mail — see Marriage mail
 Shared 30's — see Split 30's
 Shoes, children's — Mar. 68, work — Nov. 62
 Shop-at-home cable — see Cable, shop-at-home
 Shopping malls — Jan. 32 (FU), Sept. 40 (FU)
 Short-form programs — Apr. 72
 Single rate — Aug. 18 (PB)
 Singles market — Sept. 48 (UD)
 Ski slopes, advertising on — June 62
 Slogans — Feb. 50 (HW)
 Small advertisers — Jan. 62, Apr. 66, Sept. 68, Nov. 28 (HW), 62, 66
 Social values — Mar. 40 (UD), June 34 (Q)

Soft drinks — Mar. 40 (UD), SS 137, Apr. 36 (UD), 70, Sept. 44 (UD), Aug. 46 (UD), Nov. 38 (UD)
 Spanish market — Jan. 14 (MB), 46 (UD), June 36 (UD), July 201 (DC), Oct. 205 (UD), Dec. 26, 99
 Split 30's — Jan. 60, 92 (ATSI), Apr. 147 (BB), May 131 (BB), June 94 (ATSI), 164 (BB), July 194 (BB), Sept. 81 (ATSI), Oct. 88 (ATSI), 102 (ATSI), Nov. 76, 98, 176 (BB), 80 (AWSI)
 Sponsorship — May 100 (ATSI)
 Sporting goods — Jan. 46 (UD), Sept. 147
 Sports — Jan. 89 (ATSI), Mar. 38 (UD), Apr. 40 (FU), May 34 (UD), 57, July 166 (ATSI), Dec. 86 (ATSI), 127 (BB)
 Standard Advertising Units (SAU) — Apr. 18 (PB) (inches), July 165 (ATSI), Aug. 17 (PB), 114 (PB)
 Stereos — July 174 (UD)
 Street rates — Jan. 94 (ATSI), see also Rate cutting
 Strike, football — Jan. 89 (ATSI), see also Rate cutting
 Carroll Swan (retirement tribute) — June 76 (AWSI)
 Subway advertising — Feb. 87 (ATSI), Aug. 58
 Syndication — Feb. 70, May 14 (Q), Aug. 52, 98, Sept. 36 (DC), 72, 175 (BB), FS 81
 Syndication, advertiser-sponsored — July 32, Aug. 98, 127 (BB), Sept. 72, FS 81
 Syndication Rule — see Financial Interest/Syndication Rule
 Tv, low-power — See Low-power tv
 Tv rentals — Mar. 70
 Talk radio — Feb. 60
 Tea — Oct. 179
 Teens — Mar. 54 (HW), May 40 (HW), Aug. 66, Sept. 48 (UD), Dec. 28 (UD)
 Telemarketing — May 40 (HW), 50 (FU)
 Telephones, mobile — Dec. 56
 Telephone selling by — May 40 (HW), 50 (FU)
 Telephones, selling of — Jan. 44 (UD), Mar. 164 (FU), May 108
 Teletext — May 48 (NE), 52 (DC), Oct. 28 (FU), Nov. 64 (#1), Dec. 60 (#2), FS 49
 Toys — Sept. 72
 Training programs, agencies (media) — Oct. 62, 64, 80 (AWSI)
 Transit advertising — Feb. 87 (ATSI), Aug. 58
 Trucking service — May 112
 Trucks — Nov. 92 (ATSI)
 Tulsa Study (cable) — Apr. 96
 Universal Product Code scanners — Aug. 141 (UD)
 Unwired networks — Oct. 191 (BB)
 Up-front buying — May 78 (ATSI), 131 (BB), June 22 (NM), 72, July 34, Aug. 127 (BB)
 Upgrading a product — Nov. 62
 Upscale marketing — Mar. 72, Apr. 68, May 64, July 40, see also High-priced products
 USA Today — Feb. 52 (NIM), 163 (PB), May 17 (PB), July 24 (NIM), 36, Oct. 48 (NIM), Nov. 44 (NIM)
 Utility advertising — Mar. 164 (FU)
 Verification, schedule — Nov. 56 (FU)
 Video games — SS 57, June 42 (FU)
 Video cassette recorders — Jan. 40 (Q), Dec. 32 (NE)
 Video music — see Music tv
 Video publishing — see Electronic publishing
 Videotex — May 48 (NE), 52 (DC), June 38 (NE), July 200 (NE), Sept. 54 (NE), Oct. 28 (FU), 42 (NE), Nov. 48 (NE), 64 (#1), Dec. 60 (#2), FS 49
 Violence — Mar. 40 (UD), June 34 (Q)
 Wearout (commercials) — May 92 (ATSI)
 Wines — May 34 (UD), July 174 (UD), Aug. 46 (UD), 115, Sept. 68
 Women, advertising to — Jan. 85 (VuPt), Aug. 30 (Q), Oct. 36 (Q)
 Women, as buyers — Jan. 52 (HW), 85 (VuPt)
 Women, concerns of — Mar. 54 (HW)
 Women in marketing — June 28 (HW)
 Women, working — June 36 (UD)
 Year-end review (cable) — Dec. 84 (ATSI)
 Yellow Pages — Mar. 62, Apr. 20 (NM), May 32 (UD), Oct. 130 (HW)
 Zapping — Jan. 40 (Q), Aug. 76 (ATSI), Oct. 88 (ATSI), 102 (ATSI)